How to build a successful CX for every generation

Pleasing customers from all generations is crucial for brand survival and results

Atento uses Data Science and Artificial Intelligence tools to analyze feelings and promote more humanized customer interactions.

Studies prove that **customer experience (CX)** is one of the most important factors in the relationship between brand and consumer today, and it is something built from several factors, including the **generation** to which the customer belongs. But what is the best CX strategy of each generation?

The customer experience changes according to the behavior of each generation. So, by analyzing massive amounts of data, getting to know these consumers is the first step to understanding their needs and preferences and then understanding what kind of **service** they want and expect. By getting to know groups of different generations, it is possible to find patterns and understand how each one of them behaves.

Each generation expects a different **relationship journey**, meaning that the factors that build a successful CX change according to the consumer's age and the type of business of the company.

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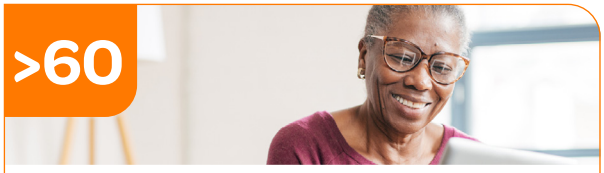
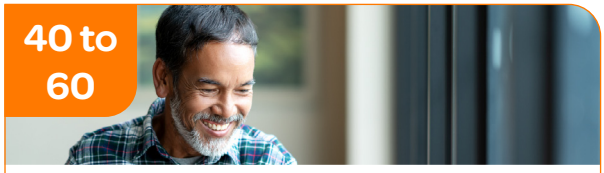


In general, consumers over 60 prefer more traditional means of contact, with closer follow-up, without leaving aside the digital journey to avoid missing out on relationship opportunities. They are less connected, but they are not entirely outside of the digital world. Indeed, about 92% of people have a smartphone, and that includes older people.

40 to 60



As a rule, consumers aged 40 to 60 are some of the most relevant because they are more active in the consumer market and represent a large portion of the population. They are digitally active but consume other media and use other related channels. They value practicality and usability, regardless of the channel.

25 to 40

Millennials between 25 and 40 years old currently make up most of the consumer market in most countries, leading the customer journey to be designed according to their behaviors. In addition, they have a more dynamic relationship with the Internet, social media and applications, directly impacting how companies think about two CX strategies, prioritizing these formats.

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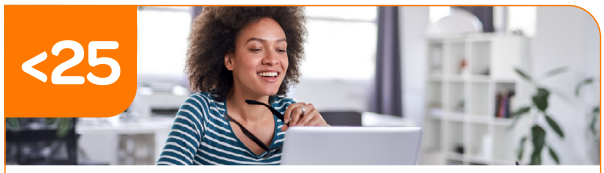


Generations Z and Alpha will represent around 50% of global consumers in 2030, according to the Brazilian Society of Retailing and Consumption (SBVC). Naturally, today they already have a specific representation in the consumer market, and, not surprisingly, they have become the center of attention of brands, seeking to decipher their consumer behavior to develop more effective strategies for the entire customer journey.

Against this backdrop, understanding the wants and needs of each generation will help brands direct strategic investments in R&D and develop innovations that can be crucial to brand survival or, at the very least, make a difference in the company's bottom line.

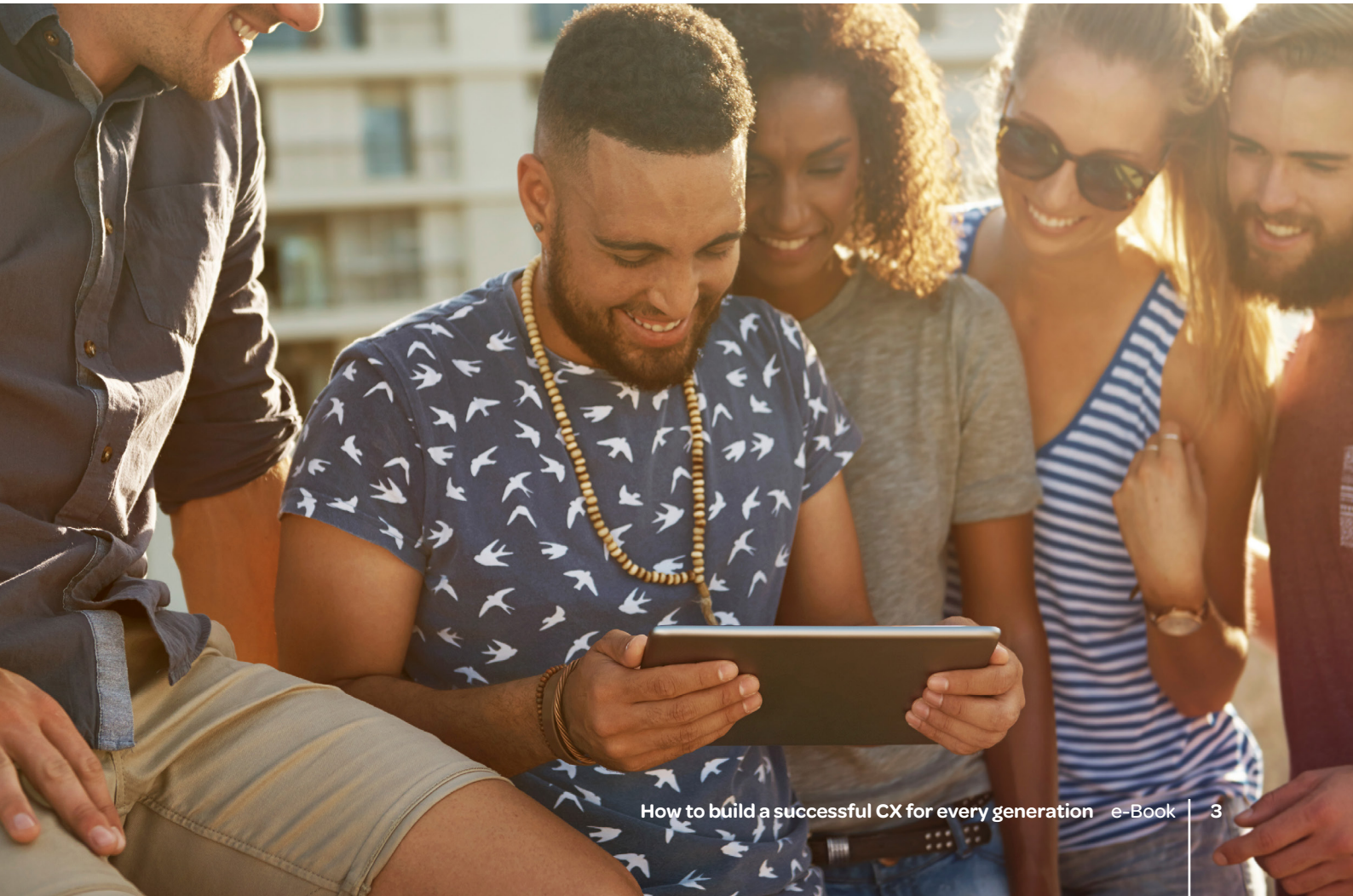
More than just consuming, **generations see brands as partners** with which their values are aligned. Not surprisingly, transparency in business practices and solid social impact positioning continue to gain strength in the preference of these consumers. In Generation Alpha, these factors will be essential.

Today's generation is much more different than a few decades ago. Technological developments have spanned generations from **baby boomers, Generation X, and the Millennial Generation to Generation Z**.

Compared to the past era, customers in the 21st century have more convenient ways to access information, contact brands, and even make purchases. In addition to smartphones, tablets, and laptops, the digital age would not be possible without the Internet.

Technological innovations in our current time are continuously transforming every customer's journey. This is why brands should always consider customer experience (CX) digitally.

But when we talk about Generation CX, how exactly is it transforming the entire industry market? Better yet, what is Generation CX? How are technology and the Internet changing customer behavior in this modern age?

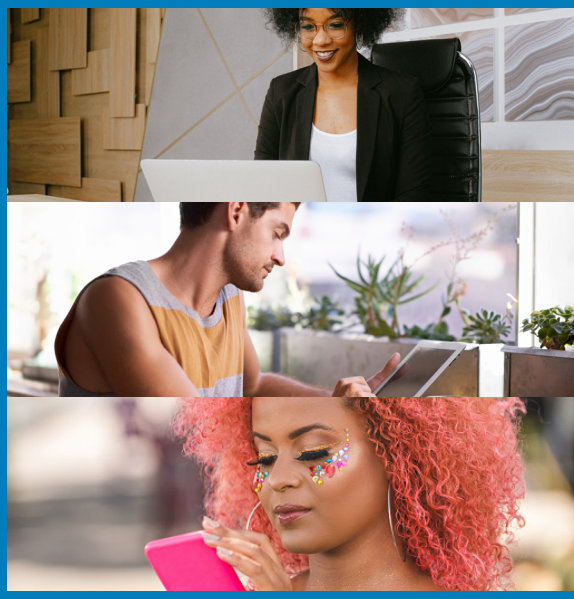


What is Generation CX?

Generation CX is a clear representation of our modern customers. There is no specific age group that constitutes Generation CX. They can be as old as baby boomers or as young as Gen Zers.

They are people who are highly dependent on technology and the Internet. A CX customer buys a product according to when they want to consume it, making the delivery time of a purchase crucial. They also complete their transactions depending on the platform they want. It could be through an online application, a brand's website, or a physical store.

They choose products and services that they can relate to. They will not usually buy unless they have researched on the Internet, social media, and with friends and family.



CUSTOMER RELATIONSHIP

Strategies – Unless your company is targeting a specific age group, targeting CX strategies to a specific generation and excluding others is not ideal.

In the vast majority of businesses, there are different consumer audiences, so the key is a **hybrid physical/digital strategy**. This approach will make the interaction enjoyable for all target audiences because they will be engaged in their preferred channel.

But before you develop your strategy, you need to know what each generation of your customer group looks like. Channel expectations are different across generations, which creates CX gaps that brands must pay attention to and work in a way that c**aters to all groups**.

Unless you cater to a single generation, filling the generational gaps when communicating with your customers is in your best interest. Despite the disparities in customer service expectations, one aspect is shared by all – they want to be heard, they want you to value their time and take care of their individual needs and demands in a personalized and responsive manner.

Some tips:

+ Research conducted by TELUS International revealed that social media ads likely influence **78% of Millennials and 77% of Generation Z**. So, use social media for younger customers.

+ Invest in **self-service** for younger generations. Younger consumers expect agile and easy self-service options.

+ Use **Phone Channels** for All Consumers. After all, customers of all ages still phone call centers to resolve more complex issues.

+ Incorporate **mixed channels, but ones that integrate** a fluid conveyor belt and provide a seamless experience.

+ **Keep your strategies flexible.** As young generations age and the world changes, their preferences may also change.

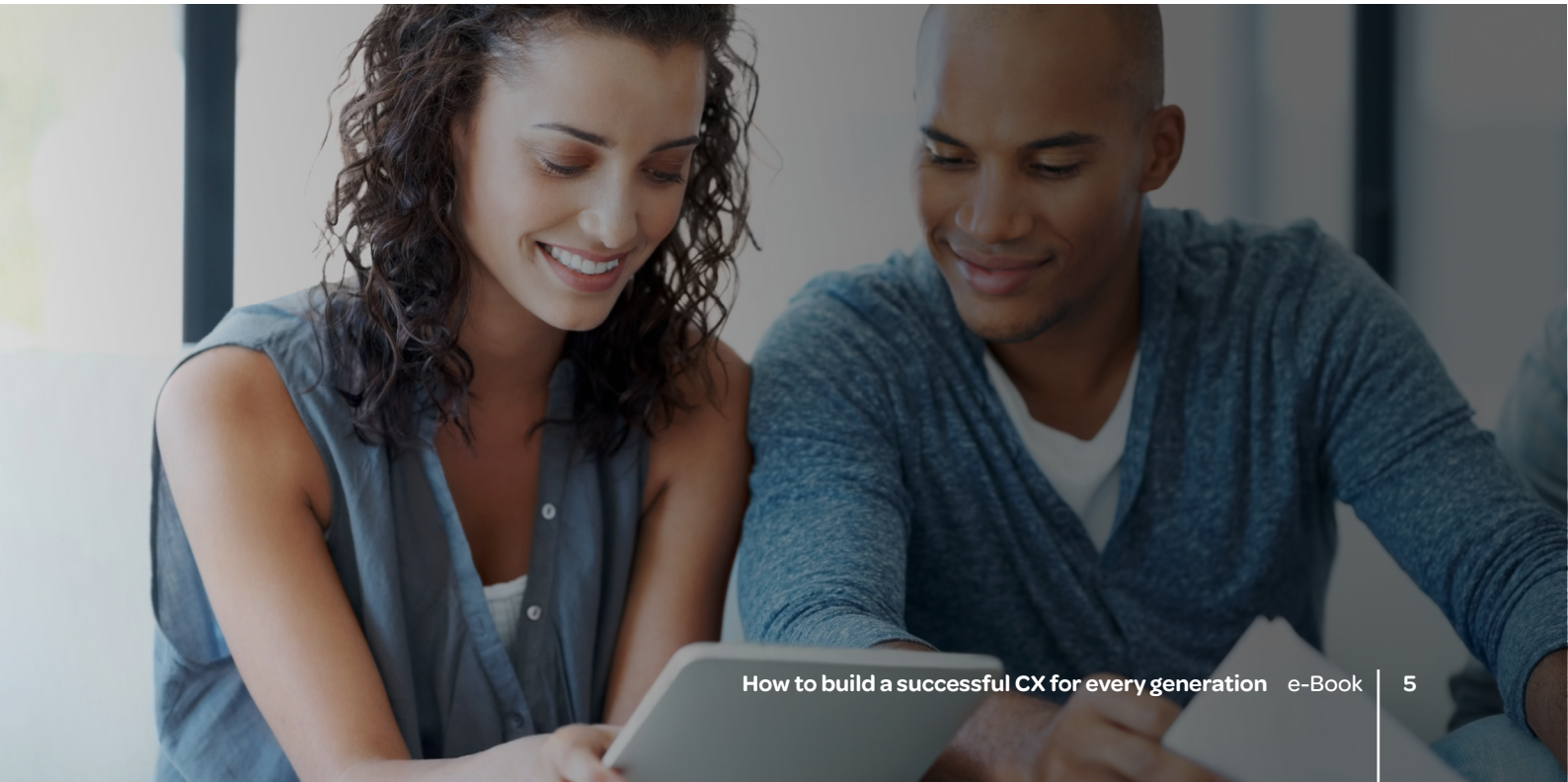
It is believed that the future of customer experience will be even more complex than it is and that brands need to be more holistic and agile, incorporating the entire customer journey with a focus on continuous learning.

Today the brands leading the way in Customer Experience (CX) have a customer-centric approach. Technologies such as artificial intelligence and data science can make sense of large volumes of ever-changing data. This is why AI is ideal for improving CX. As customer preferences change, new insights are generated, and brands can streamline their strategies. AI-driven experimentation and personalization create insights that help brands become more accurate with each new generation of consumers.

Offering an agile service, at the time and on the channel chosen by the consumer, in addition to hyper-personalization, are no longer the only crucial factors in building loyalty and engagement. People are more concerned about the goals and impact these businesses have on social and environmental actions.

Plus, in an era in which **experiences dictate consumption and consumer choice of brands**, it is only natural that hybrid and immersive experiences are one of the excellent strategies companies use to win new consumers and retain current ones. According to Gartner's forecast, by 2026, about one in three companies will have products and services in the Metaverse, and 25% of people will spend at least one hour in this environment, whether working, shopping, or engaging in social, educational, or entertainment activities.

It is clear that, just as the pandemic brought unprecedented digital acceleration, the Metaverse and other virtual universes open up even greater possibilities, requiring company preparation and maturity.



How can CX specialist companies support brands

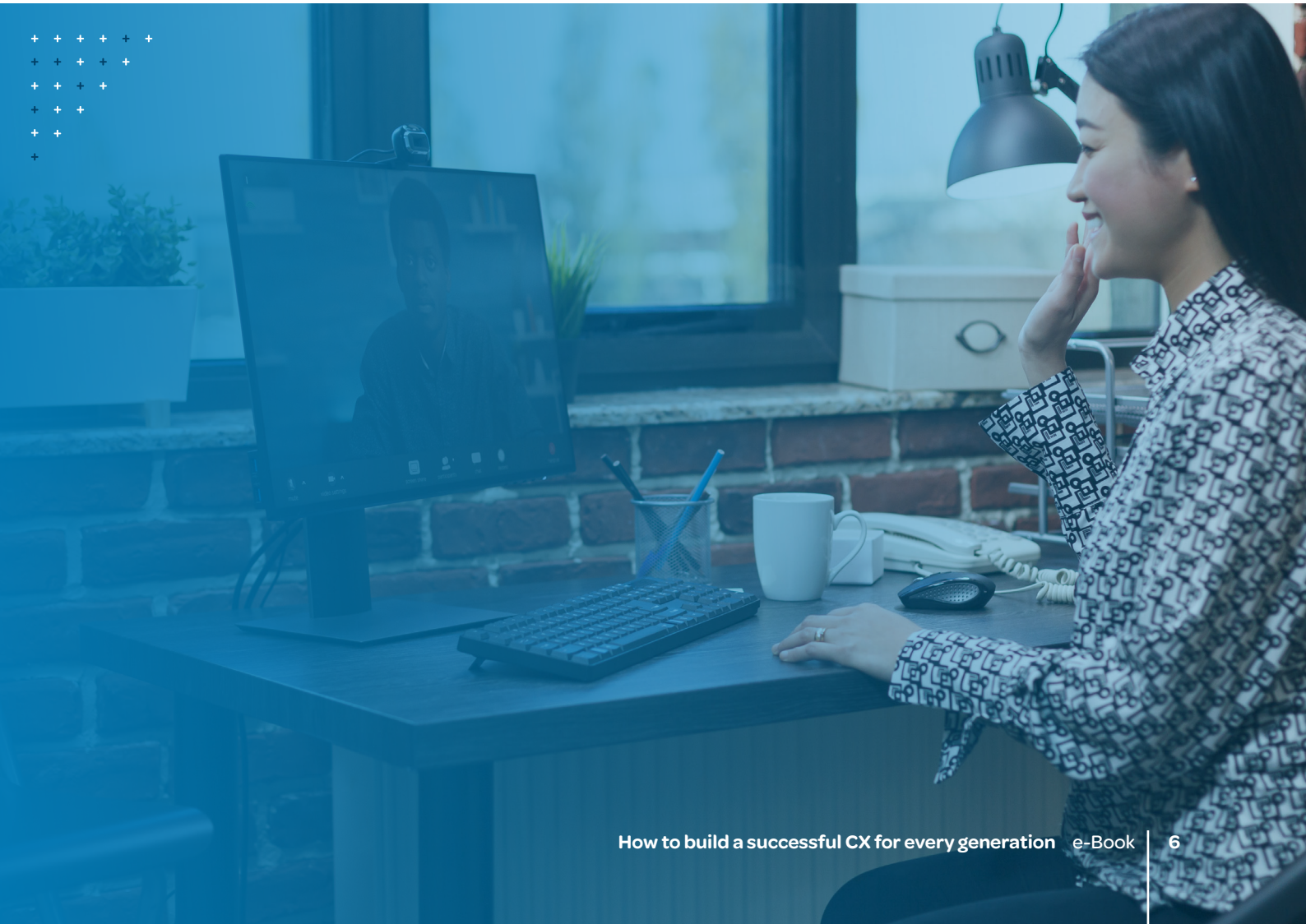
Just as in the traditional model: consistently generating the best user experiences and business results for the companies.

At Atento, our team of consultants has its proprietary methodology based on the best market practices and consultative experience by working with customers from different industries and market segments.

We analyze the profile of each consumer group and identify their needs and demands to indicate the best relationship strategy, including actions related to people, processes, and technologies.

At Atento, we use Data Science and Artificial Intelligence tools to perform sentiment analyses and promote more humanized consumer interactions. We develop customized mapping and journey planning to offer the best relationship strategy for each customer profile, including developing personas.

Atento works tirelessly to develop an increasingly inclusive relationship for its customers as part of the best customer experience. Proof of this is the work done first and foremost within the company, to build and maintain a work environment where everyone is represented and feels part of the corporation.



Examples of success

CX strategy tailored to a specific generation

This is a clear example of how adapting to the consumer profile can bring the best results for the business. With the use of the right tools, training, and the selection of adequate personnel, it was possible to identify gaps and boost a giant company in the financial market, which launched a purchase solution for **the gamer community** using a **card and a 100% free digital account**. With the launch, the bank aimed to rejuvenate the brand and improve engagement rates with the younger public.

Atento, already a strategic partner for this client, used its experience with other clients in the gaming universe and digital-native companies to build a performance strategy dedicated to the gamer audience. It encompassed creating a service delivery never done before, including implementing methodologies with unique features such as Copywriting and storytelling (with an immersion ability). These KPIs develop an immersion in the gamer universe, enabling the end customer to live in a metaverse. In addition, **we recruit and train within the gamer format to attract the appropriate profiles for the service**.

For the chosen agents to buy the idea of service and be immersed in the operation culture, having more than just the "gamer profile" was essential. We needed a suitable space, with a complete brand immersion, where people feel they are in a gaming universe to provide a service like part of the Metaverse.

Since the beginning of the project, we have had **1.5M product requests**, with an e**ngagement rate 3x higher** than others on the same platform, leveraging the product's revenue within the bank.

CX at the Institute for the Elderly and Social Services of the Spanish government

The Institute for the Elderly and Social Services (IMSERSO) is a body dependent on the Spanish government, whose goal is to provide dignified and quality aging for the elderly, treating aging a wonderful living time. As such, IMSERSO promotes healthy and leisure activities among the elderly so that they can maintain a certain degree of independence.

Since July 2021, Atento has offered **Customer Service** by e-mail and telephone to inform users and entities about the state programs, activities, and services provided by the IMSERSO.

The service has an integrated **AVI (developed by Atento)**, to forward to the IMSERSO units the calls that refer to matters that do not concern the service or are delegated to the autonomous communities. Every year, **more than 650k calls** are answered, with trained agents whose approach is customized to the public's profile, with **empathic understandings and simple language**.

Elderly Care Service

For one of the world's most important health insurance companies, Atento offers a post-sales service for seniors with a medical emergency.

The protection kit created by our client offers a central unit connected to the user's electrical network, which communicates with a smartwatch that provides several functionalities, assisting when detecting a fall by providing their location using their GPS. This service is only available to retirees.

Atento agents are in charge of making a **welcome call** to new users and guiding them in explaining how to use the equipment they receive so that they get to know all their benefits, such as Medical Orientation, Telepharmacy, Butler Service, and voice chat. Likewise, the relevant tests are performed with them to check that everything is working and that the equipment is set up correctly. **On average, this setup and training call takes 16 minutes**.

Last year, we made **more than 120,000**. The tremendous differentiator is **service agility**, keeping a simple approach for c**ustomers unfamiliar with the technology**.

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